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Claims:

1. Factor VIII cDNA wherein an intron, which is not an FVIII intron, has been inserted in at least one location of the factor VIII cDNA, **characterized in that** as a promoter a cDNA is used which is suitable for the expression in hematopoietic cell lines and specifically in platelets.
2. Factor VIII cDNA as claimed in Claim 1, **characterized in that** the B-domain of the wild-type factor VIII cDNA has been deleted.
3. Factor VIII cDNA as claimed in Claim 2, **characterized in that** the intron, which is not an FVIII intron, is a truncated factor IX intron 1.
4. Factor VIII cDNA as claimed in Claim 3, **characterized in that** the intron has been inserted in two locations of the factor VIII cDNA.
5. Modified Factor VIII cDNA as claimed in claim 4, **characterised in** that as a promoter the cDNA coding for the human platelet glycoprotein IIb (GPIIb) is used.
6. Modified Factor VIII cDNA as claimed in claim 4, **characterised in** that the truncated Factor IX intron 1 has been inserted into the Factor VIII introns 1+13.
7. Process for the production of Factor VIII, **characterised in** that the production is performed in the cell line HEL or in the cell line Dami using a modified Factor VIII cDNA as claimed in claim 1.
8. Process as claimed in claim 7, **characterised in** that the production of Factor VIII is stimulated by an inducer.
9. Process as claimed in claim 8, **characterised in** that as inducer phorbol-12-myristate-13-acetate (PMA) is used.

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